

MEDIA RELEASE

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Australia's first dedicated Mac user support line

iiNet Limited has recently launched a dedicated Apple Macintosh (Mac) internet technical support line - the first uniquely Mac focussed support line provided by an Australian ISP.

iiNet Chief Operating Officer, Mark White said that iiNet's ability to offer current and future Mac user customers a dedicated support line was due to the growing number of iiNet customers using Macs.

"The number of iiNet customers who use Macs is increasing. This new support line is about extending our already strong support experience where customers need it," Mark said.

"Our specialist Mac Support Team has undergone a training program designed by Apple, and is dedicated to teaching effective troubleshooting for our Mac users. Each member of the Support Team has access to a range of live Mac computers and Operating Systems, to enable a faster, more individualised and accurate response," he said.

Mark added "Our tech support line has seen around 5% of callers opting for the Mac support option. The percentage of iiNet customers that use Macs is higher than ever before - they currently represent around 10% of our customer base and we expect our Mac user numbers to increase even faster than industry predictions on Mac market share."

Apple's share of desktop and notebook sales online and through brick-and-mortar stores in May 2007 rose to 13% from 11.6% in April 2007, according to The NPD Group.

SOURCE (June 22, 2007):

<http://www.informationweek.com/news/showArticle.jhtml?articleID=200000146>

The dedicated support line extends the relationship between iiNet and Apple which early in the year saw iiNet customers gain the ability to download music and video files purchased from iTunes, without affecting their monthly iiNet download quota. This 'Freezone' is yet another value added service for iiNet customers.

While iiNet has progressed into a respected industry leader with hundreds of thousands of customers across Australia, the company prides itself on thinking locally, and providing high quality and high value communication services. This is combined with award-winning 24/7 customer service and support - an attribute that has set it apart from its competitors.

For more information, please visit www.iinet.net.au/mac

About iiNet

iiNet is the third largest Internet Service Provider in Australia and is listed on the Australian Stock Exchange. The Company now supplies over half a million broadband and telephony services and employs over six hundred staff.

iiNet is one of Australia's internet service pioneers, having begun in Western Australia in 1993. The Company has built a reputation for providing innovative, high quality internet access backed by friendly 24-hour service and support.

iiNet has built its own high speed broadband network using ADSL2+ technology which now supplies the majority of households in capital cities. The Company is also one of the first and largest Voice Over IP ("VoIP") providers in Australia.

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